



COUNTY OF LOS ANGELES
DEPARTMENT OF PARKS AND RECREATION

"Parks Make Life Better!"

Russ Guiney, Director

John Wicker, Chief Deputy Director

Executive Offices • 433 South Vermont Avenue • Los Angeles, CA 90020-1975 • (213) 738-2961

September 23, 2014

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

#1

September 23, 2014

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

Dear Supervisors:

**APPROVAL OF MAXIMUM AND MINIMUM
2015 TICKET PRICE SCHEDULE FOR
HOLLYWOOD BOWL
(SUPERVISORIAL DISTRICT 3) (3 VOTES)**

SUBJECT

Request to approve revisions to the 2015 Hollywood Bowl season maximum and minimum ticket price schedule proposed by the Los Angeles Philharmonic Association. Revisions to Hollywood Bowl's ticket prices for the 2015 season are based on the annual review of prices.

IT IS RECOMMENDED THAT THE BOARD AFTER THE PUBLIC HEARING,

1. Find that the proposed action is statutorily exempt from the California Environmental Quality Act for the reasons cited herein.
2. Approve revisions to the 2015 Hollywood Bowl season maximum and minimum ticket price schedule proposed by the Los Angeles Philharmonic Association, as provided in the resolution. Instruct the Executive Officer of the Board to execute the attached resolution.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The Los Angeles Philharmonic Association (Association) has submitted its proposed schedule for maximum and minimum ticket prices for the 2015 Hollywood Bowl season as required by the Operating Agreement between the County of Los Angeles (County) and the Association.

The Association seeks to increase ticket prices, as outlined in Attachment I, to accommodate

increased production, labor, marketing, and artists' costs. It should be noted, however, that in some instances the Association is recommending to maintain or decrease prices. The Association has developed a price schedule that allows ticket prices to remain reasonable and competitive with other similar venues in Los Angeles County.

The Hollywood Bowl ticket increases are based on a six-tiered structure that includes Tuesday and Thursday Classical, Wednesday Jazz, Friday Pop, Saturday Pop, Sunday Pop, and Sunday World Music performances. Forty percent of all tickets (6,913 tickets) are at proposed prices of \$28 or less (\$29 or less on Sunday World and \$33 or less on Saturday). A quarter of all seats on Tuesday and Thursday Classical (4,646 tickets) are at proposed prices of \$16 or less. Sixteen percent of all tickets on Wednesday Jazz (2,730 tickets) are at proposed prices of \$14 or less.

The Association maintains the tradition of offering \$1 tickets for Tuesday Classical, Wednesday Jazz, and Thursday Classical performances on the 380 top benches of Hollywood Bowl. In addition, Box seat ticket prices reflect unique benefits at Hollywood Bowl, and there are no other comparable outdoor venues that offer these benefits. Due to changing sales patterns, prices could vary for some concerts closer to the performance date (higher or lower), though the minimum and maximum prices within each concert category will not change. This practice is implemented by most major arts and sports organizations in the Los Angeles community.

The Association has submitted the following 2015 season fee increases for the Board's consideration:

Tuesday and Thursday Classical Nights:

There are no price increases proposed for bench sections D, E, Q, U, W, V, and X (3,592 seats). A \$1 increase is proposed for bench sections F, K, M, N, L, P, R, S, and T (8,746 seats). A \$2 increase is proposed for Ramps and Superseats (1,061 seats). A \$3 increase is proposed for Garden, Terrace, and Side boxes, and bench sections G2 and J2 (3,853 seats). A \$4 increase is proposed for Pool Circle boxes (164 seats). These price changes result in a 3.1 percent change in overall prices for these concerts.

Wednesday Jazz Nights:

There is a \$1 decrease proposed for bench sections D and E (862 seats). There are no price increases proposed for bench sections V and X (380 seats). A \$1 increase is proposed for bench sections F, K, M, N, L, P, R, S, T, Q, U, and W (11,096 seats). A \$2 increase is proposed for Ramps and Superseats, and bench sections G2 and J2 (1,991 seats). A \$3 increase is proposed for Garden, Terrace, and Side boxes (2,923 seats). A \$4 increase is proposed for Pool Circle boxes (164 seats). These price changes result in a 3.1 percent change in overall prices for these concerts.

Sunday World Nights:

There are no price increases proposed for bench sections D, E, W, V, and X (1,914 seats). A \$1 increase is proposed for bench sections F, K, M, N, L, P, R, S, T, Q, and U (10,424 seats). A \$2 increase is proposed for Ramps and Superseats (1,061 seats). A \$3 increase is proposed for Garden, Terrace, and Side boxes, and bench sections G2 and J2 (3,853 seats). A \$4 increase is proposed for Pool Circle boxes (164 seats). These price changes result in a 2.4 percent change in overall prices for these concerts.

Friday and Sunday Pop Nights:

There is a \$2 decrease proposed for bench sections G2 and J2 (930 seats). There are no price increases proposed for bench sections W, V, and X (1052 seats). A \$1 increase is proposed for bench sections D, E, F, K, M, N, L, P, R, S, T, Q, and U (11,286 seats). A \$2 increase is proposed for

Ramps and Superseats (1,058 seats). A \$4 increase is proposed for Garden, Terrace, and Side boxes (2,923 seats). A \$5 increase is proposed for Pool Circle boxes (164 seats). These price changes result in a 2.6 percent change in overall prices for these concerts.

Saturday Pop Nights:

There is a \$1 increase proposed for bench sections F, K, M, N, L, P, R, S, T, Q, U, W, V, and X (11,476 seats). A \$2 increase is proposed for Ramps, Superseats, and bench sections D and E (1,923 seats). A \$3 increase is proposed for bench sections G2 and J2 (930 seats). A \$4 increase is proposed for Garden, Terrace, and Side boxes (2,923 seats). A \$5 increase is proposed for Pool Circle boxes (164 seats). These price changes result in a 3.1 percent change in overall prices for these concerts.

Accessible Seating:

Hollywood Bowl accessible seating addresses the Americans with Disabilities Act requirements with a range of seating locations and tickets priced from the traditional \$1 seats to \$143 (accessible box sections). Price increases match the appropriate sections listed above. Reduced pricing will continue to be maintained as in previous seasons for the seats in the Third Promenade (last row in sections K1 through F3).

Special Event Tickets:

There is a \$1 increase proposed for bench sections R, S, T, Q, U, W, V, and X (4,646 seats). A \$2 increase is proposed for bench sections L and P (2,267 seats). A \$3 increase is proposed for bench sections F, K, M, and N (4,563 seats). A \$4 increase is proposed for Ramps, Superseats, and bench sections D, E, G2, and J2 (2,853 seats). A \$6 increase is proposed for Terrace and Side boxes (1,632 seats). A \$10 increase is proposed for Garden and Pool Circle boxes (1,455 seats). These price changes result in a 4.6 percent change in overall prices for these concerts.

Summer Sounds:

The Association is continuing the combined pricing package of music and visual arts as well as a subscription option to streamline the ordering process that was implemented last year. The Association proposes an increase of \$1, with prices ranging from \$11 for groups to a maximum of \$16.

Hollywood Bowl Gala Benefits:

The Association proposes a 1 percent increase, with the minimum price staying at \$13 and the maximum price increasing from \$180 to \$182, for the maximum, which currently ranges from \$13 to \$182.

Parking:

The Association proposes an increase of between \$1 to \$2 for general parking. The Association also proposes an increase of \$5 to the maximum price to \$50. This increase would apply to the valet parking at Hollywood Bowl. The minimum parking price will remain the same at \$1.

Implementation of Strategic Plan Goals

The proposed recommendations will further the County's Strategic Plan Goals of Operational Effectiveness/Fiscal Sustainability (Goal 1) by increasing revenues, enriching lives through cost-effective activities, and creating affordable, accessible, and quality activities to the surrounding community.

FISCAL IMPACT/FINANCING

The recommended actions will not have an impact on the County's General Fund. On June 22, 2004, the Board approved a 30-year Operating Lease between the County and the Association for the operation and maintenance of Hollywood Bowl. The new Operating Lease eliminated the Annual Net County Cost contribution and stipulated that the Association reimburse the County for all operating and maintenance expenses incurred at Hollywood Bowl via monthly rent payments. In addition, the lease established the Hollywood Bowl Improvement Fund, primarily earmarked for capital expenditures, equipment, and services or supplies for Hollywood Bowl.

The total funds in the Hollywood Bowl Improvement Fund for 2015 are estimated to be \$922,000, and will be used, as always, for capital expenditures, equipment, and services and supplies for Hollywood Bowl. This includes approximately \$28,000 in additional funds, which will be generated by the recommended ticket price increases.

OPERATING BUDGET IMPACT

The recommended actions will not impact the Department of Parks and Recreation's operating budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The Operating Lease between the County and the Association requires that the Board approve changes to pricing schedule for tickets at Hollywood Bowl after a noticed public hearing. The Board last approved changes to the ticket prices on October 8, 2013.

In accordance with Section 50402 of the Government Code, these changes may be approved by a resolution of the Board.

The proposed fees are exempt from Proposition 26 under Exception No. 2 Section 1 (e) (2) Exception for Fees for Services and Products Provided and Exception No. 4 Section 1 (e) (4)'s Exception for Use of Government Property, and do not need to obtain California voter approval.

The complete proposed pricing schedule is outlined in Attachment I.

County Counsel has approved the attached resolution as to form.

PUBLIC HEARING NOTICE

Pursuant to Section 66018 of the California Government Code, prior to adopting a new fee or approving an increase in an existing fee, a local agency shall hold a public hearing. In accordance with Section 6062a of the California Government Code, notice of the hearing shall be published. The County is in compliance with the requirements of these sections.

ENVIRONMENTAL DOCUMENTATION

The proposed actions are for the purpose of: (1) meeting operating expenses, including employee wage rates and fringe benefits, and/or (2) purchasing and leasing supplies, equipment, or materials, and/or (3) obtaining funds for capital projects necessary to maintain service within existing service areas. Therefore, the proposed actions are not subject to the California Environmental Quality Act pursuant to Section 21080 (b) (8) (A) (B) (C) of the Public Resources Code.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The increases are not anticipated to have a significant impact on services at the affected facilities.

CONCLUSION

Please instruct the Executive Officer of the Board to forward three adopted copies of this letter to the Department of Parks and Recreation for distribution.

Should you have any questions please contact Kasey Dizon at (213) 738-2986 or kdizon@parks.lacounty.gov, or Kaye Michelson at (213) 738-2955 or kmichelson@parks.lacounty.gov.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Russ Guiney".

RUSS GUINEY

Director

RG:ET:cw

Enclosures

c: Chief Executive Office
Acting County Counsel
Executive Office, Board of Supervisors

	Tuesday and Thursday Classical			Wednesday Jazz			Sunday World Music		
	2014	2015	Increase/ (Decrease)	2014	2015	Increase/ (Decrease)	2014	2015	Increase/ (Decrease)
	<u>Prices</u>	<u>Prices</u>		<u>Prices</u>	<u>Prices</u>		<u>Prices</u>	<u>Prices</u>	
Pool Circle	\$140.00	\$144.00	\$4.00	\$142.00	\$146.00	\$4.00	\$143.00	\$147.00	\$4.00
Garden Boxes	\$107.00	\$110.00	\$3.00	\$110.00	\$113.00	\$3.00	\$111.00	\$114.00	\$3.00
Terrace Boxes	\$92.00	\$95.00	\$3.00	\$95.00	\$98.00	\$3.00	\$97.00	\$100.00	\$3.00
Side Boxes	\$92.00	\$95.00	\$3.00	\$95.00	\$98.00	\$3.00	\$97.00	\$100.00	\$3.00
Ramps	\$53.00	\$55.00	\$2.00	\$56.00	\$58.00	\$2.00	\$58.00	\$60.00	\$2.00
D & E	\$45.00	\$45.00	\$0.00	\$46.00	\$45.00	(\$1.00)	\$49.00	\$49.00	\$0.00
G2 & J2	\$42.00	\$45.00	\$3.00	\$43.00	\$45.00	\$2.00	\$46.00	\$49.00	\$3.00
Superseats	\$53.00	\$55.00	\$2.00	\$56.00	\$58.00	\$2.00	\$58.00	\$60.00	\$2.00
F & K	\$32.00	\$33.00	\$1.00	\$34.00	\$35.00	\$1.00	\$39.00	\$40.00	\$1.00
M & N	\$29.00	\$30.00	\$1.00	\$32.00	\$33.00	\$1.00	\$33.00	\$34.00	\$1.00
L & P	\$22.00	\$23.00	\$1.00	\$24.00	\$25.00	\$1.00	\$28.00	\$29.00	\$1.00
R, S, T	\$15.00	\$16.00	\$1.00	\$21.00	\$22.00	\$1.00	\$24.00	\$25.00	\$1.00
Q & U	\$11.00	\$11.00	\$0.00	\$13.00	\$14.00	\$1.00	\$23.00	\$24.00	\$1.00
W	\$8.00	\$8.00	\$0.00	\$8.00	\$9.00	\$1.00	\$17.00	\$17.00	\$0.00
V & X	\$1.00	\$1.00	\$0.00	\$1.00	\$1.00	\$0.00	\$13.00	\$13.00	\$0.00

	Friday and Sunday Pop			Saturday Pop			Special Events		
	2014	2015	Increase/ (Decrease)	2014	2015	Increase/ (Decrease)	2014	2015	Increase/ (Decrease)
	<u>Prices</u>	<u>Prices</u>		<u>Prices</u>	<u>Prices</u>		<u>Prices</u>	<u>Prices</u>	
Pool Circle	\$172.00	\$177.00	\$5.00	\$177.00	\$182.00	\$5.00	\$310.00	\$320.00	\$10.00
Garden Boxes	\$134.00	\$138.00	\$4.00	\$139.00	\$143.00	\$4.00	\$310.00	\$320.00	\$10.00
Terrace Boxes	\$117.00	\$121.00	\$4.00	\$122.00	\$126.00	\$4.00	\$210.00	\$216.00	\$6.00
Side Boxes	\$117.00	\$121.00	\$4.00	\$122.00	\$126.00	\$4.00	\$210.00	\$216.00	\$6.00
Ramps	\$62.00	\$64.00	\$2.00	\$66.00	\$68.00	\$2.00	\$119.00	\$123.00	\$4.00
D & E	\$56.00	\$57.00	\$1.00	\$60.00	\$62.00	\$2.00	\$119.00	\$123.00	\$4.00
G2 & J2	\$59.00	\$57.00	(\$2.00)	\$59.00	\$62.00	\$3.00	\$119.00	\$123.00	\$4.00
Superseats	\$62.00	\$64.00	\$2.00	\$66.00	\$68.00	\$2.00	\$119.00	\$123.00	\$4.00
F & K	\$41.00	\$42.00	\$1.00	\$46.00	\$47.00	\$1.00	\$88.00	\$91.00	\$3.00
M & N	\$35.00	\$36.00	\$1.00	\$39.00	\$40.00	\$1.00	\$83.00	\$86.00	\$3.00
L & P	\$27.00	\$28.00	\$1.00	\$32.00	\$33.00	\$1.00	\$72.00	\$74.00	\$2.00
R, S, T	\$24.00	\$25.00	\$1.00	\$27.00	\$28.00	\$1.00	\$58.00	\$59.00	\$1.00
Q & U	\$22.00	\$23.00	\$1.00	\$24.00	\$25.00	\$1.00	\$58.00	\$59.00	\$1.00
W	\$17.00	\$17.00	\$0.00	\$20.00	\$21.00	\$1.00	\$42.00	\$43.00	\$1.00
V & X	\$13.00	\$13.00	\$0.00	\$16.00	\$17.00	\$1.00	\$36.00	\$37.00	\$1.00

	2014		2015	
	<u>Maximum</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Minimum</u>
Accessible Seating	\$139.00	\$1.00	\$143.00	\$1.00
Hollywood Bowl Gala Benefits	\$180.00	\$13.00	\$182.00	\$13.00
Summer Sounds	\$15.00	\$10.00	\$16.00	\$11.00
Parking (standard- size vehicles; buses and limousines are double)	\$45.00	\$1.00	\$50.00	\$1.00

**RESOLUTION TO INCREASE TICKET PRICES
AT HOLLYWOOD BOWL**

WHEREAS, the Lease Agreement Number 74998 between the County and the Los Angeles Philharmonic Association executed on June 22, 2004, requires the Association to submit its proposed maximum and minimum schedule of ticket prices to the Board for approval; and

WHEREAS, it is in the County's interest to maintain the high standards expected by the public at Hollywood Bowl; and

WHEREAS, the Association has submitted its proposed schedule in accordance with the Agreement; and

WHEREAS, these increases will help offset operating costs; and

WHEREAS, the increases to the pricing schedule will allow for Hollywood Bowl to provide high caliber events which is in the public interest and welfare; and

WHEREAS, the proposed fees are exempt from Proposition 26 under Exception No. 2: Section 1 (e) (2) Exception for Fees for Services and Products Provided and Exception No. 4 Section 1 (e) (4)'s Exception for Use of Government Property and do not need to obtain California voter approval for fees; and

WHEREAS, pursuant to Government Code Section 50402, the County has the authority to charge for use of park and recreational facilities as may be provided by resolution of the governing body; and

WHEREAS, the County has conducted a noticed public hearing on the fee increases; and

NOW THEREFORE BE IT RESOLVED by the Board of Supervisors of the County of Los Angeles, State of California as follows:

The Los Angeles Philharmonic Association may make the adjustments to the maximum and minimum ticket and parking price schedule only as outlined in "Attachment I" entitled "Los Angeles Philharmonic Association Hollywood Bowl 2015 Ticket Prices."

The foregoing resolution was adopted on the 23rd day of September, 2014, by the Board of Supervisors of the County of Los Angeles and ex-officio the governing body of all other special assessment and taxing districts, agencies and authorities for which said Board so acts.



SACHI A. HAMAI, Executive Officer-Clerk
Of the Board of Supervisors of the County of Los Angeles

By [Signature] Deputy

APPROVED AS TO FORM:

JOHN KRATTLI
County Counsel

By [Signature]
Principal Deputy County Counsel

**NOTICE OF PUBLIC HEARING
PROPOSED INCREASES IN TICKET PRICES
AT HOLLYWOOD BOWL**

Notice is hereby given that a public hearing will be held by the Board of Supervisors of the County of Los Angeles in the matter of increasing ticket prices at Hollywood Bowl. Said hearing will be held on September 23, 2014, in the Hearing Room of the Board of Supervisors, Room 383, Kenneth Hahn Hall of Administration, 500 West Temple Street (corner of Temple and Grand Avenue), Los Angeles, California 90012. Further notice is given that the Board of Supervisors may continue this hearing from time to time.

The Board of Supervisors will consider and may approve the following proposed fee changes:

Tuesday and Thursday Classical Nights:

There are no price increases proposed for bench sections D, E, Q, U, W, V, and X (3,592 seats). A \$1 increase is proposed for bench sections F, K, M, N, L, P, R, S, and T (8,746 seats). A \$2 increase is proposed for Ramps and Superseats (1,061 seats). A \$3 increase is proposed for Garden, Terrace, and Side boxes, and bench sections G2 and J2 (3,853 seats). A \$4 increase is proposed for Pool Circle boxes (164 seats). These price changes result in a 3.1% change in overall prices for these concerts.

Wednesday Jazz Nights:

There is a \$1 decrease proposed for bench sections D and E (862 seats). There are no price increases proposed for bench sections V and X (380 seats). A \$1 increase is proposed for bench sections F, K, M, N, L, P, R, S, T, Q, U, and W (11,096 seats). A \$2 increase is proposed for Ramps and Superseats, and bench sections G2 and J2 (1,991 seats). A \$3 increase is proposed for Garden, Terrace, and Side boxes (2,923 seats). A \$4 increase is proposed for Pool Circle boxes (164 seats). These price changes result in a 3.1% change in overall prices for these concerts.

Sunday World Nights:

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There is a \$2 decrease proposed for bench sections G2 and J2 (930 seats). There are no price increases proposed for bench sections W, V, and X (1052 seats). A \$1 increase is proposed for bench sections D, E, F, K, M, N, L, P, R, S, T, Q, and U (11,286 seats). A \$2 increase is proposed for Ramps and Superseats (1,058 seats). A \$4 increase is proposed for Garden, Terrace, and Side boxes (2,923 seats). A \$5 increase is proposed for Pool Circle boxes (164 seats). These price changes result in a 2.6% change in overall prices for these concerts.

Saturday Pop Nights:

There is a \$1 increase proposed for bench sections F, K, M, N, L, P, R, S, T, Q, U, W, V, and X (11,476 seats). A \$2 increase is proposed for Ramps, Superseats, and bench sections D and E (1,923 seats). A \$3 increase is proposed for bench sections G2 and J2 (930 seats). A \$4 increase is proposed for Garden, Terrace, and Side boxes (2,923 seats). A \$5 increase is proposed for Pool Circle boxes (164 seats). These price changes result in a 3.1% change in overall prices for these concerts.

Accessible Seating:

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Special Event Tickets:

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Hollywood Bowl Gala Benefits:

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Parking:

The Association proposes an increase of \$1 to \$2 for general parking. The Association also proposes an increase of \$5 to the maximum price to \$50. This increase would apply to the valet parking at Hollywood Bowl. The minimum parking price will remain the same at \$1.

Written comments may be sent to the Executive Office of the Board of Supervisors at Kenneth Hahn Hall of Administration, 500 West Temple Street, Room 383, Los Angeles, California 90012. For further information, please call (213) 738-2961.

Para información en español, favor de llamar al telefono (213) 738-2952.

SACHI A. HAMAI
Executive Officer
Board of Supervisors